

# TELL THE WORLD ABOUT TOLEDO!

1920

The Ohio Savings Bank  
and Trust Company



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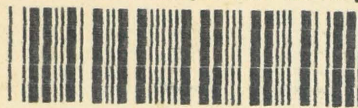




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Advertisements

Published in Toledo  
Newspapers during  
1920 by

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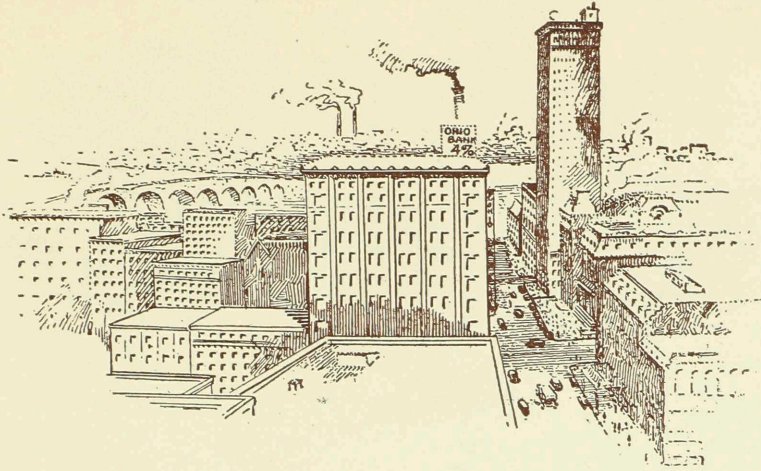
Giving Valuable Information Relative to the Early  
History and the Present Wonderful  
Resources of the Great  
City of Toledo











# TELL THE WORLD ABOUT TOLEDO

Unfortunately, the world has been told far more about Toledo's street railway difficulties than about the city's vast number of splendid features.

Let us all co-operate to tell the world why Toledo is an ideal city in which to live and earn a living. Let us point out, when writing friends or business associates in other cities, facts that show Toledo's growing importance among the great business centers of America.

*Know your city! Encourage your neighbors to know it! Tell about it!*

We are discussing facts about Toledo in our advertisements every few days. We suggest that you impress this information upon your memory and pass it along to the outside world.



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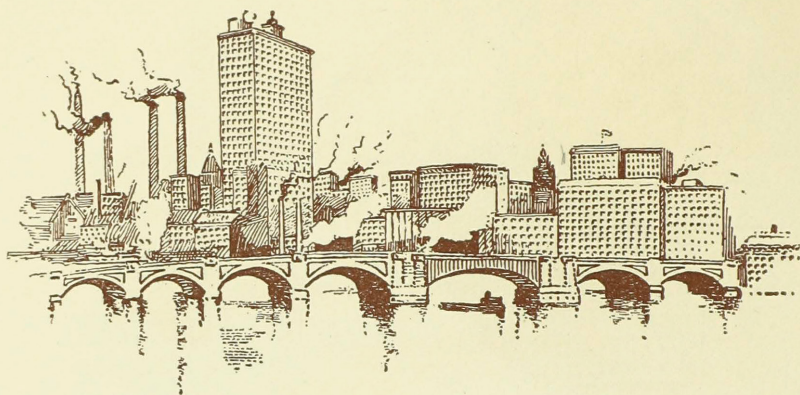
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# TELL THE WORLD ABOUT TOLEDO

## *II The Harbor*

☐ Tell the world that Toledo has the finest harbor on the Great Lakes. You can pass this information on to your relatives and friends and business associates through your correspondence. The Great Lakes,



before long, will be linked with the Atlantic Ocean through the Welland Canal and St. Lawrence River. Then Toledo will be a seaport on the American Mediterranean. ☐ Its progress will be accelerated industrially and commercially and the sooner the world appreciates these facts, the better will be the result for Toledo.

☐ In the future as in the past THE OHIO SAVINGS BANK AND TRUST COMPANY is for Toledo's progress and Toledo's future which is your future.

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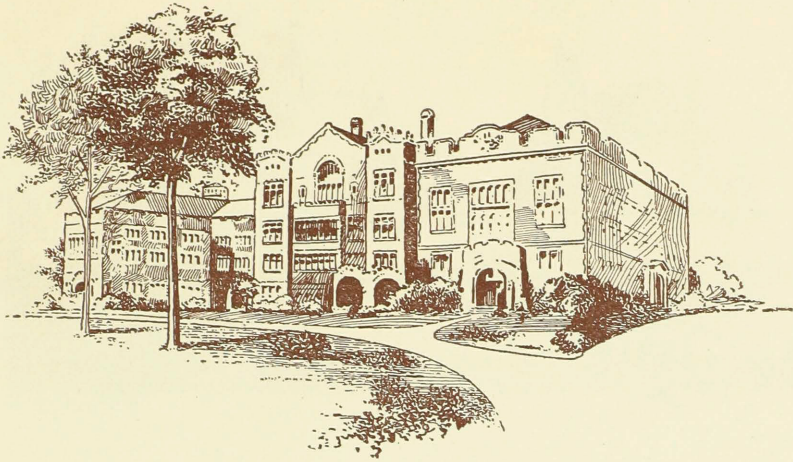
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# TELL THE WORLD ABOUT TOLEDO

## *III Schools*

☪ Toledo appreciates that education is the foundation of good citizenship and intelligent progress, and it is proud of its school system. ☪ In most cities pupils are compelled to purchase their own school books. In Toledo text books are furnished free. Our high schools are among the finest in the nation and the models for other municipalities. Write to your friends in other cities these facts about our schools.

☪ This bank welcomes the teachers and pupils of Toledo's schools and offers its co-operation to them in building savings accounts that will contribute to their independence and happiness.



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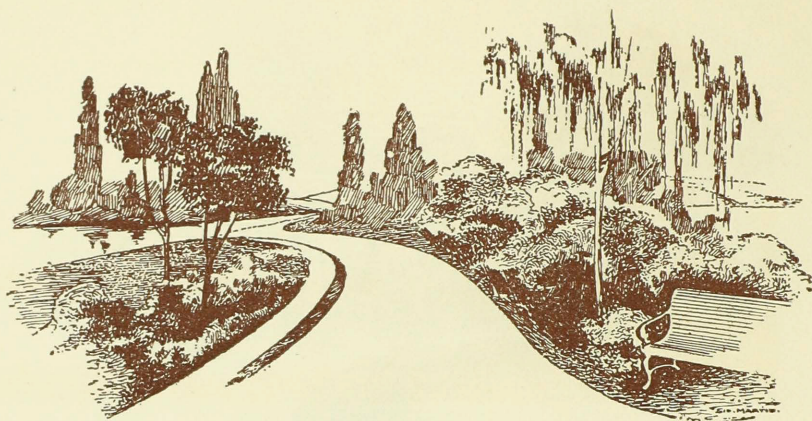
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# TELL THE WORLD ABOUT TOLEDO

## *IV Parks and Boulevards*

☞ Toledo has more than fifteen hundred acres of parks, valued at two and a half million dollars, and a boulevard system of six hundred and fifty acres, connecting eight city parks and forty-four triangles.



☞ These facts contribute to make Toledo a healthful and happy city. In corresponding with friends and business associates in other cities tell them about Toledo's fine park system. Let them know that you are proud of the city you call home.

☞ Make them wish that they, too, lived in Toledo.

☞ This Bank is proud of the part it has taken in helping to make Toledo the wonderful city that it now is, and it continues

to offer its co-operation to Toledo Business and Toledo Individuals in helping to make it a still greater city.

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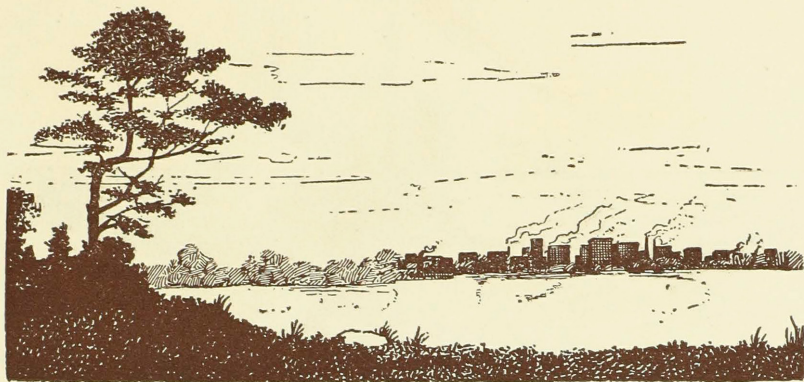
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## *VII Toledo's Climate*

¶ Toledo's location on Lake Erie means a temperate and healthful climate. The difference between the temperature of the warmest and coolest days is small as compared with that of the larger cities.

¶ The cool breezes during the summer months contribute to Toledo's joy of living and make it unnecessary for its citizens to seek summer resorts.

¶ Toledo is located on the belt of the world's greatest mental activity—the belt in which the majority of the world's inventors, authors, captains of industry and other promoters of progress live—the belt of temperate climate. Help Toledo's advance by telling the world about Toledo.



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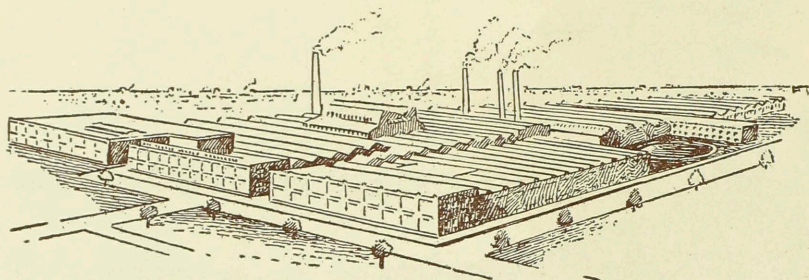
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# TELL THE WORLD ABOUT TOLEDO

## *VIII Glass*

¶ Toledo is known internationally as a manufacturer of polished plate glass and fine cut glassware. It claims several of the largest factories in the industry and is fortunate in securing its sand within a few miles of the city.



¶ Clear, strong glass for windows, exquisite cut glass tableware, glass bulbs for electric lights—these products come from our city's factories. **TELL THE WORLD!**

¶ This bank provides banking facilities for great institutions and for individuals with modest accounts. The same personal, helpful service awaits all alike.

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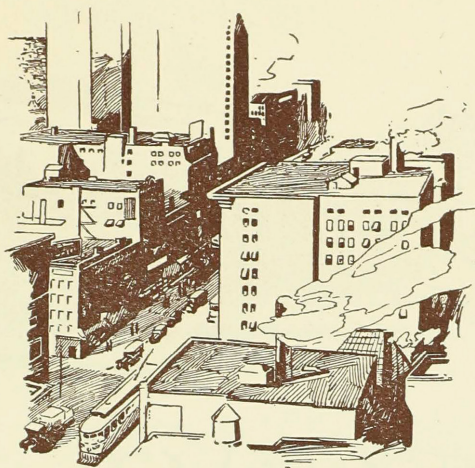
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# TELL THE WORLD ABOUT TOLEDO

## *IX Our Merchants*

¶ Toledo is fortunate in having stores where efficient service and reasonable prices are the leading characteristics. All the necessities of life and a great variety of luxuries are found in the well-stocked merchandising establishments of our city.

¶ Do all of your shopping in Toledo's stores. Keep Toledo dollars at home increasing Toledo's prosperity and stimulating Toledo's enterprise.

¶ In writing to friends in other cities call attention to the service and convenience of Toledo's stores and the economy of dealing with them.

¶ This bank co-operates with the merchandising interests of Toledo in building their prosperity and stimulating the city's progress.



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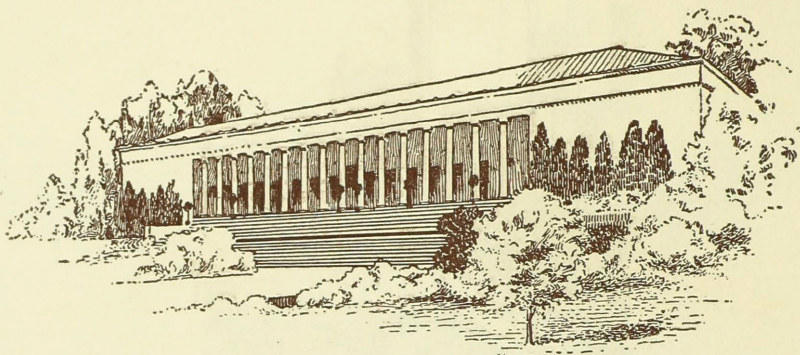
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# TELL THE WORLD ABOUT TOLEDO

## *X The Art Museum*

¶ Few cities thoroughly appreciate the advantages to which they are accustomed. Toledo's art museum is now accepted in a matter-of-fact way by most of our citizens.



¶ Many of us do not realize how thousands of cities and towns throughout the nation envy Toledo in its possession of this magnificent structure and its art treasures. Use the art museum more frequently. Appreciate the fact that it is one of the finest in the United States and then help to tell the world of this institution that contributes to the culture and happiness of our people.

¶ This bank desires to co-operate with the individuals and business institutions of Toledo.

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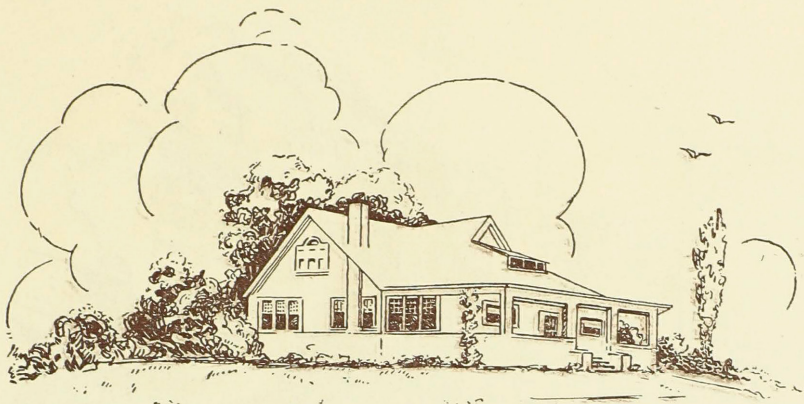
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# TELL THE WORLD ABOUT TOLEDO

## *XI Homes*

¶ Toledo is a city of home owners! This fact explains the stability of the city and the public spirit of its citizenship.

¶ All Toledo is proud of its beautiful residential districts with their attractive dwellings, their abundance of trees, their excellent pavements and their well kept grounds.

¶ The city government controls the development of allotments and encouragement is given to those who wish to own real estate.

¶ A city of home owners is a city of happiness, so tell the world that you live in a City of Contentment.



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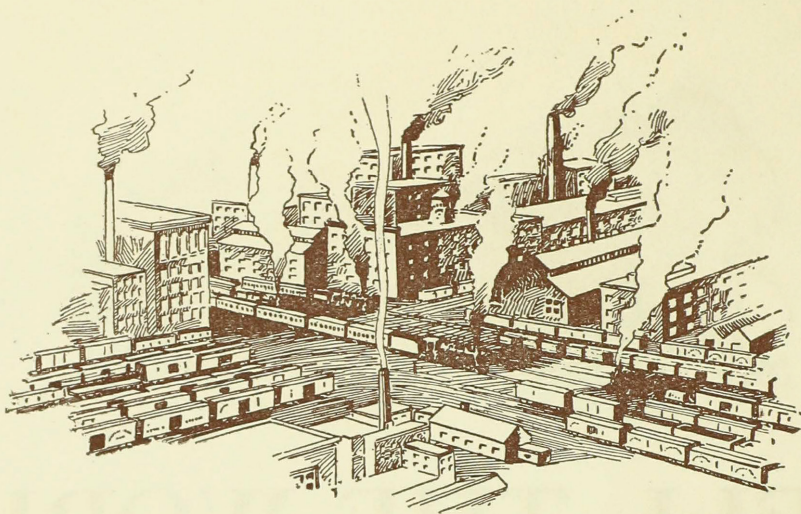
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# TELL THE WORLD ABOUT TOLEDO

## *XII Railway Transportation*

☐ In railway transportation Toledo led Ohio when the Erie and Kalamazoo road — Toledo to Adrian — chartered in the early '30s, organized in 1835, opened for business and operated by horse-power in 1836, used its first locomotive in 1837. It averaged nine miles an hour and its passenger car was about the size of a primitive street car, carrying twenty-four persons, and a trip-and-a-half was made every twenty-four hours. This first of Ohio railroads subsequently became a part of the Lake Shore & Michigan Southern system.



☐ Today Toledo is among the leading transportation centers of the United States with its many steam railroad, electric interurban and lake transportation companies.

☐ TELL THE WORLD IT IS EASY TO REACH TOLEDO

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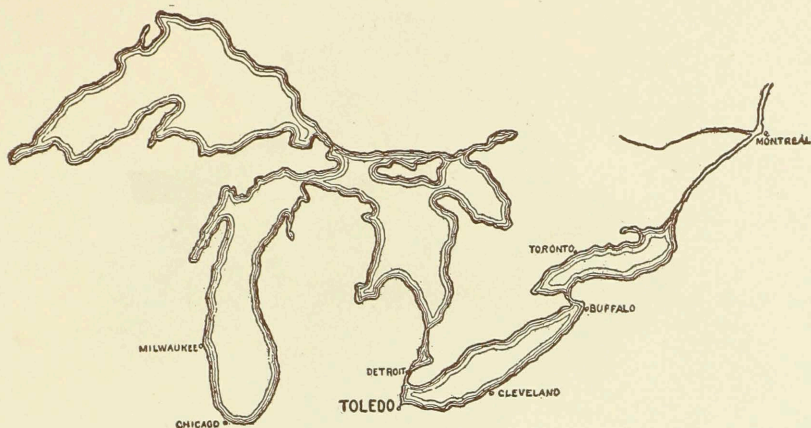
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# TELL THE WORLD ABOUT TOLEDO

## *XIII The Great Lakes*

☪ The industrial, commercial and financial progress of Toledo is always being stimulated by the influence of the Great Lakes. In the future when the Welland Canal is deepened and the new locks in the St. Lawrence are built, the Great Lakes will be an even greater factor in increasing the fame and prosperity of Toledo, because our city will then have the advantage of a seaport.

☪ Few people realize that the total area of the Great Lakes is nearly one hundred thousand square miles and that with their connecting waterways they have a total drainage of one hundred and eighty-seven thousand square miles.

☪ Of coal there is shipped annually upon the Great Lakes approximately thirty million gross tons, and of iron ore the annual shipments total twice that vast amount.

Tell the world that Toledo is one of the greatest cities on the Great Lakes



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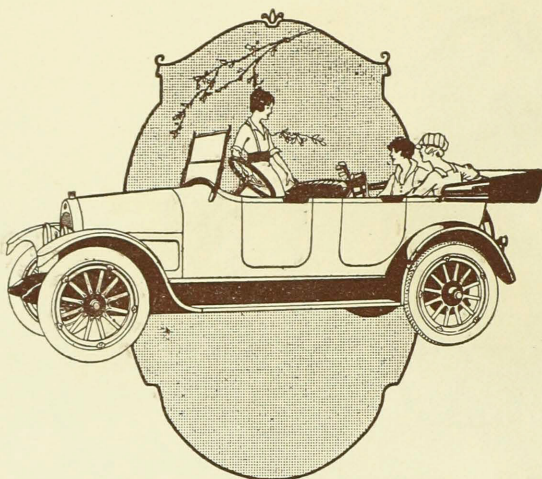
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# TELL THE WORLD ABOUT TOLEDO

## *XIV Automobiles*

☐ Toledo is known nationally as a manufacturer and user of passenger automobiles and motor trucks. It claims the second largest automobile plant in the world and a number of leading manufacturers of automobile accessories.



☐ These automotive products of Toledo factories find their way into all countries of the world, and they are playing a large part in stimulating industrial and commercial progress.

☐ The fact that the Buckeye State has taken such an enviable position in the automobile industry is due in large measure to Toledo enterprise and Toledo's manufacturing skill.

☐ Tell the world of Toledo's high standing in this great industry.

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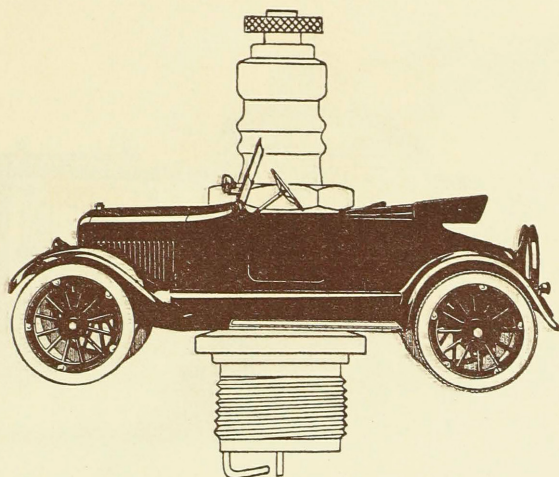
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# TELL THE WORLD ABOUT TOLEDO

## *XV Automobile Accessories*

☐ Besides being one of the world's greatest producers of passenger automobiles, Toledo is a leader in the manufacture of automobile parts and accessories. It produces starting and lighting systems for thousands of motor cars, and it is said to manufacture more than half of all the spark plugs in the world.

☐ Furthermore it produces many small parts that go into the building of many makes of automobiles.

☐ Tell the world of Toledo's leadership in these lines.

☐ This bank has co-operated with many of our city's industrial institutions in their upbuilding and is glad to serve all Toledo people in accumulating their savings.



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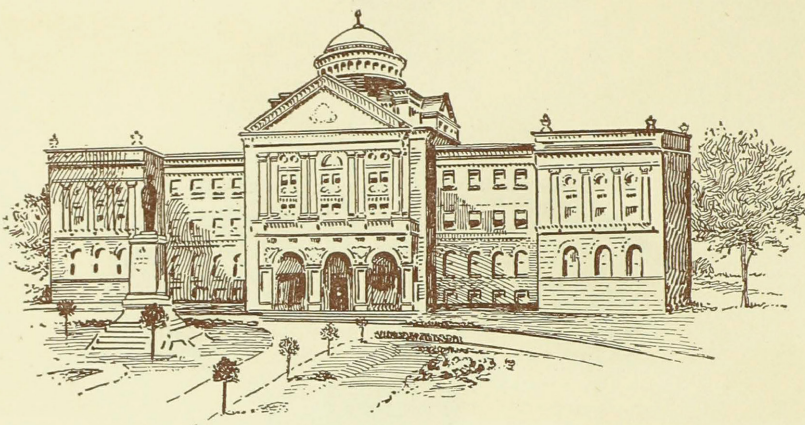
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## *XVI Taxes and Other Expenses*

¶ Toledo is fortunate in having a low tax rate, the rate for 1920 being \$1.74 per hundred.

The cost of gas, electricity and water, likewise, is low as compared with the rates in most cities. The cost of natural gas for heating is thirty-five cents per thousand feet, while artificial gas costs seventy cents.



¶ Electricity for domestic purposes costs seven cents per kilowatt hour and for industrial purposes the rate is very low.

The domestic water rate is \$6.40 per year, while for industrial purposes the charge is as low as four cents per hundred cubic feet.

¶ Tell the world that the cost of living in Toledo in many respects is remarkably low; also let it be known that you can live well in Toledo.

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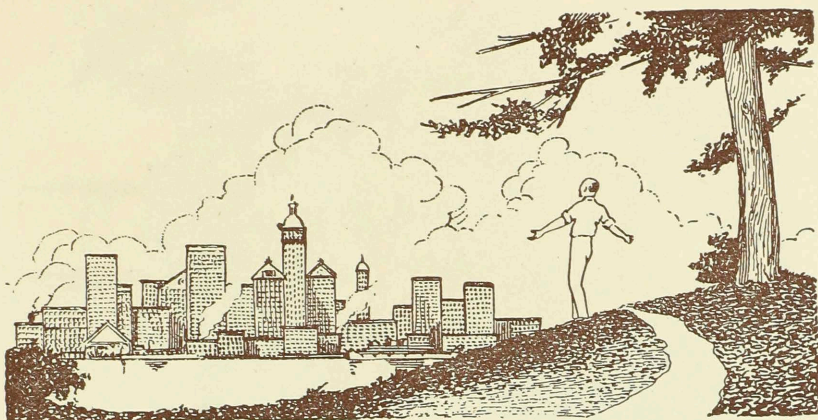
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# TELL THE WORLD ABOUT TOLEDO

## *XVII The Future*

☪ Have faith in Toledo! Create in your mind a vision of our city's future greatness. Work with a will to make your hopes come true.

☪ As a natural meeting point of iron and coal, Toledo's manufacturing importance will grow continuously. ☪ Its splendid harbor on Lake Erie and its proximity to a prosperous trading district assures its growth as a center of commerce.

☪ Its good citizenship and its educational, religious and recreational opportunities promise a spirit of progress and happiness in the years that are to come.

☪ With the motto: "I Serve, I Conquer," before you, have faith in Toledo, City of Opportunity, and Toledo will reward you for that faith.



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# TELL THE WORLD ABOUT TOLEDO

## *XVIII The Pioneers*

¶ It is a matter of local interest, and of marked historical importance, that the most decisive Indian battle of the North-west was fought within the borders of Lucas

County, between the victorious pioneers and early settlers under Gen. Wayne, "Mad Anthony Wayne," and a strong force of red-skins representing several powerful tribes. It was called the "Battle of Falling Timbers," and it shattered the Indian hopes of organized resistance.

¶ The dauntless spirit that animated those fighting pioneers of one hundred and twenty-six years ago animates their descendants today—the spirit of protest against cruelty and treachery and superstition and ignorance—the dauntless spirit of Old Lucas.



¶ 4% ON SAVINGS. This Institution offers its Services to the Individuals and Business Institutions of Lucas County.

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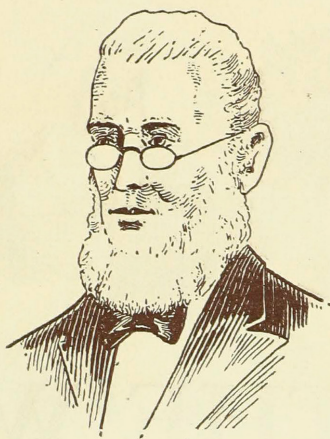
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# TELL THE WORLD ABOUT TOLEDO

## *XIX The Old Days*

¶ The early residents of Toledo had faith in this city just as have the sons and daughters of Toledo today.

¶ In 1852 J. W. Scott, who contributed to the periodicals of that day, wrote: "My confidence in Toledo has induced me to invest chiefly in and around it, in preference to any other city. All our lake towns of promise are now growing very fast. Among the most prosperous are Cleveland, Sandusky Toledo, Detroit and Chicago. All afford good society. There is less form and etiquette than in eastern towns, but I think there is more intelligence and not less real refinement."



¶ Have faith in the Toledo of today and tomorrow and tell the world about it.

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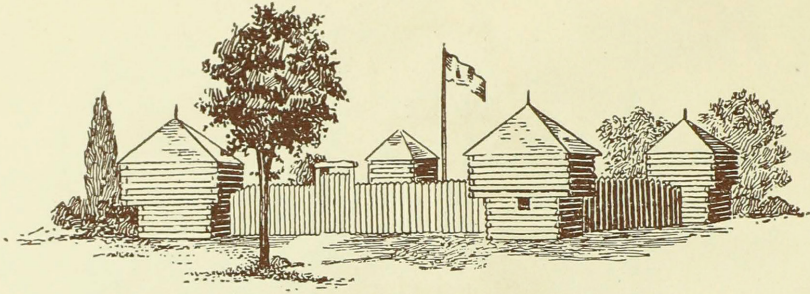
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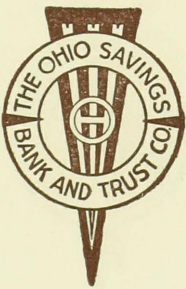




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## XX *Fort Industry*

¶ Toledo is rich in pioneer historical events and tradition. The growing city long ago obliterated the site of old Fort Industry, the stockade fort built in 1800.



¶ In the old fort on July 4, 1805, which appears to have been Toledo's first recognition of Independence Day, a treaty was signed with seven tribes of Indians, by which the Indian title to the "Fire Lands" was extinguished.

¶ Fort Industry has gone, but a great city of industry has risen upon its site. Few municipalities look forward to as promising an industrial future as the city we call home.

This bank co-operates with the Industrial Interests of Toledo

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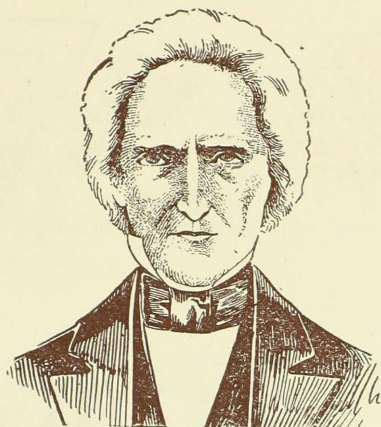
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## *XXI Our County*

☪ Lucas County was formed in 1835 and named in honor of that chief executive, Gov. Robert Lucas, who served Ohio from 1832 to 1836. The County was fittingly named because if it had not been for the courage and promptness and fighting spirit of Gov. Lucas in the so-called "Ohio and Michigan War," Toledo's harbor might now be a part of the domain of the Wolverine State.

☪ Four years after its formation the County had 9,392 people; in 1860, 25,831; and in 1890, 102,296. Today it has 275,721.

☪ Lucas has been a County of steady and substantial growth. It is a County of steady and substantial people, as its enduring and gratifying progress shows.

☪ This Bank of the People is Proud to Serve Lucas County.



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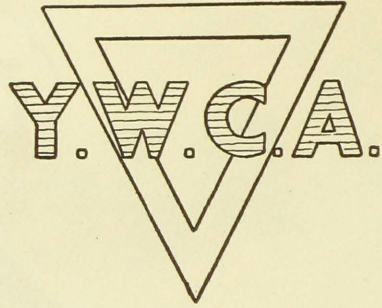
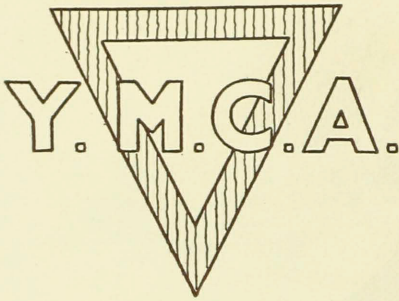
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## *XXII The Toledo "Y's"*

¶ The young women and young men of Toledo are particularly fortunate in the opportunities afforded them by the highly successful Y. W. C. A. and Y. M. C. A. of this city.



¶ Both of these institutions have attractive homes that are well equipped for their important work of building the mental and physical well-being of Toledo's young people.

¶ Hospitality characterizes these institutions and the practical results attained are indeed gratifying.

¶ Tell the world that Toledo's Y.W.C.A. and Y.M.C.A. provide splendid opportunities for education, physical development and friendly contest.

¶ This institution offers its services to all the members of both Y's in Toledo. It will be glad to have the young men and young women of this city come here for helpful advice and it will aid them in building their prosperity funds by adding 4% compound interest to their savings.

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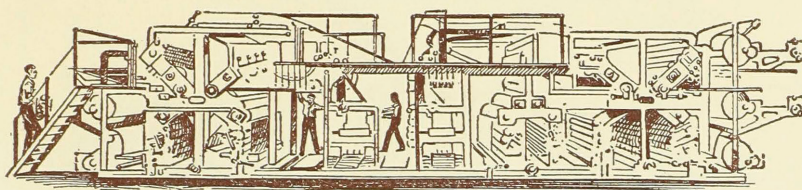
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## *XXV Newspapers*

**C**, The biggest factors in carrying publicity about Toledo in the outside world have been the local newspapers. The American newspaper stands near the top among the world's promoters of progress, and Toledo's papers rank high among American newspapers.

**C**, With the best interests of our city at heart, with the desire to serve their readers with complete news and fair-minded editorials, our papers are helping to stimulate the city's advance.

**C**, Clip the interesting and valuable items about Toledo and send them to out-of-town friends, thus helping to tell the world about the best city.



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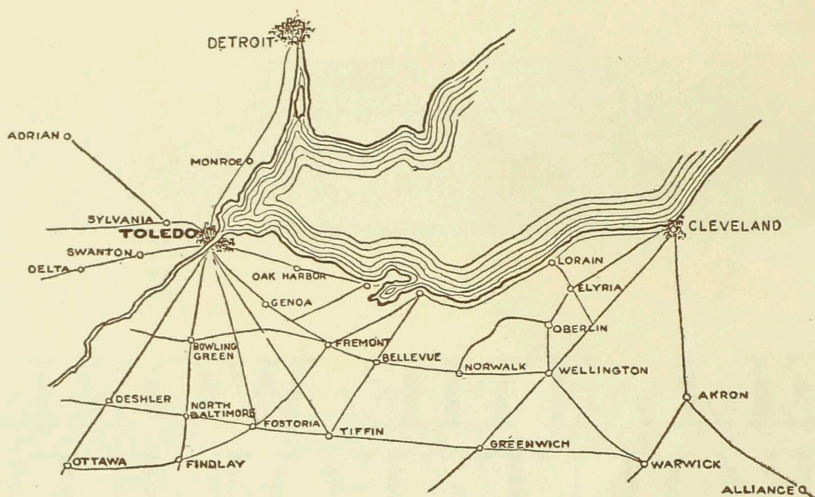
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# TELL THE WORLD ABOUT TOLEDO

## *XXVI Wholesale and Jobbing*

¶ Toledo is admirably located for wholesale and jobbing business. Within one hundred miles of the city there are more than one hundred towns that have popula-

tions in excess of one thousand people, and there are many smaller places that are rapidly growing up to the thousand class. Furthermore, the territory around Toledo is prosperous and progressive.

¶ Nearly fifty million people can be reached with one-night mail service, and shipping is facilitated by steam and electric roads and lake carriers.

¶ Tell the world Toledo is an ideal wholesale and jobbing center.



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of  
The People

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& TRUST COMPANY**

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and  
Trust Service

TOLEDO'S CITY WIDE BANK

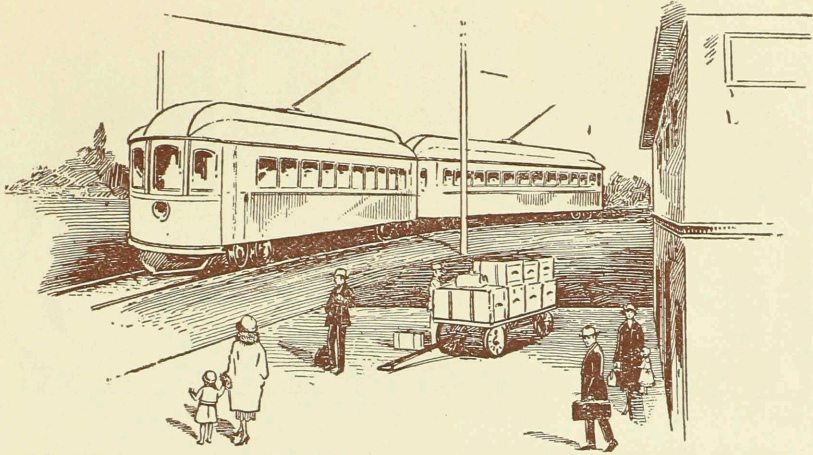
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WEST TOLEDO  
LAGRANGE

BELMONT

JUNCTION  
BROADWAY  
EAST TOLEDO





# TELL THE WORLD ABOUT TOLEDO

## *XXVII Interurban Transportation*

¶ Ten interurban lines form a network of electric transportation with Toledo as a central point. This means convenient transportation throughout the nearby territory and provides unusual shipping facilities for the local wholesalers and jobbers.

¶ Among the roads entering the city are the Toledo, Bowling Green and Southern; Toledo and Indiana; Toledo and Western; Toledo, Fostoria and Findlay; Toledo, Ottawa Beach and Northern Railway; Detroit, Monroe and Toledo; Lake Shore Electric; Maumee Valley Railway; Northwestern Ohio Railway; and the Ohio Electric Railway.

Tell the world that Toledo is an important transportation center!



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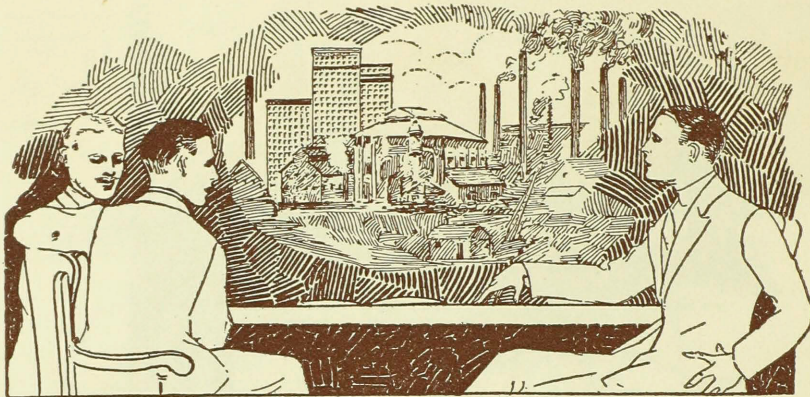
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# TELL THE WORLD ABOUT TOLEDO

## *XXVIII City Planning*

¶ Toledo has a City Planning Commission. This important body is now developing a new civic center and will subsequently study the physical and social elements of our city.



¶ City planning is a most important civic work as it has to do with providing the best conditions of manufacturing and of marketing and with giving the people of the city the best conditions of living.

¶ It substitutes for helter-skelter, haphazard growth, harmonious, attractive development. It involves comprehensive plans for the improvement of the city based upon utility, convenience and beauty and the social welfare of the people.

¶ TELL THE WORLD THAT TOLEDO IS NOW PLANNING THE GREAT CITY IT IS TO BE!

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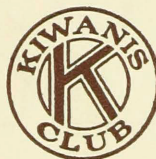
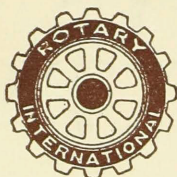
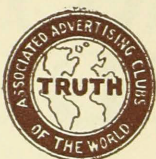
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# TELL THE WORLD ABOUT TOLEDO

## XXIX *Organizations*

¶ Toledo is known for its many enterprising civic organizations. The Toledo Chamber of Commerce, with a membership of 3,600 business and professional men is continuously working for the improvement of our rapidly growing municipality.

¶ Among the many other associations that are advancing the interests of the city may be mentioned The Rotary Club, Exchange Club, Kiwanis Club, Advertising Club, Automobile Club, Civic Music League, the Artklan, and Tile Club.

¶ Tell the world that Toledo is proud of its organizations and that its organizations are proud to call Toledo home.

AFFILIATE WITH ONE OR MORE OF THESE CLUBS AND THUS FIND ADVANCEMENT FOR YOURSELF AND YOUR CITY AT THE SAME TIME.



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# TELL THE WORLD ABOUT TOLEDO

## *Let the Work Go On !*

Several months ago the OHIO SAVINGS BANK & TRUST COMPANY started a series of advertisements entitled "Tell the World About Toledo."

Since that time twenty-nine messages concerning our city have been published and we have been gratified with the enthusiastic reception accorded them.

The following excerpt from a letter written by President A. M. Stowe, of Toledo University, is typical of a vast number of comments:

"This is to express my appreciation of a series of advertisements which you have been running in the Toledo papers bringing to the attention of the people the advantages offered by our city as well as the accomplishments of Toledo. Your advertising campaign impresses me as being an excellent illustration of the genuine educational work which may be accomplished through advertising."

We feel that this advertising campaign should now be taken up in a bigger and broader way by the city at large. Chicago, Cleveland, St. Louis and Des Moines and Kansas City are some of the leading centers that are actually advertising themselves to their own citizenship and to the outside world.

THE OHIO SAVINGS BANK & TRUST COMPANY respectfully suggests to Toledo civic organizations that this work it has begun be made a movement in which the schools, churches, clubs, and the citizenship generally can share. Toledo should be better advertised to itself and to the people throughout the nation. Our city is one of remarkable natural resources, of great strength industrially, commercially and financially, of unusual opportunities as a municipality in which to live and do business. Let us tell the world through the concerted efforts of our entire citizenship.

This advertisement concludes our series, although we will frequently publish messages concerning our city. Public opinion indicates that we have started a movement well worth developing. We commend it to the splendid organizations of Toledo to take up as a vital part of their work in 1921.

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